

Message Text

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PAGE 01 PRAGUE 02058 270910Z
ACTION EUR-12

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FM AMEMBASSY PRAGUE
TO SECSTATE WASHDC 3261
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AMEMBASSY VIENNA

UNCLAS PRAGUE 2058

VIENNA FOR TRADE FAIR SUPPORT OFFICE

E. O. 11652: N/A
TAGS: BGEN, CZ
SUBJ: SYMPOMECH TRADE FAIR

1. EMBOFF ATTENDED FIFTH EDITION OF INTERNATIONAL SYMPOSIUM AND EXHIBITION ON MINI-MECHANIZATION IN CONSTRUCTION HELD IN ZILINA, CZECHOSLOVAKIA, JULY 2-8. THIS BIENNIAL TRADE FAIR, BETTER KNOWN AS SYMPOMECH, IS HIGHLY SPECIALIZED EVENT CONCENTRATING ON SMALLER EQUIPMENT USED IN FINISHING BUILDINGS AFTER BASIC STRUCTURE HAS BEEN ERECTED.

2. OVER 200 EXHIBITORS FROM 21 COUNTRIES DISPLAYED THEIR WARES IN THIS INDUSTRIAL SLOVAK CITY AND APPROXIMATELY 30,000 PEOPLE ATTENDED, A RELATIVELY SMALL TURN-OUT FOR ANY TRADE FAIR IN CZECHOSLOVAKIA. SUCH EVENTS ARE USUALLY OPEN TO THE PUBLIC AND DROVES OF CURIOSITY SEEKERS BOLSTER ATTENDANCE FIGURES.

3. THERE WERE NO EXHIBITS SPONSORED BY WESTERN GOVERNMENTS ALTHOUGH INDIVIDUAL FIRMS FROM SEVERAL WEST EUROPEAN COUNTRIES ATTENDED. NORTON INTERNATIONAL AND JI CASE WERE ONLY AMERICAN PARTICIPANTS AND WHILE NORTON REPRESENTATIVES BELIEVE THE SHOW PROFITABLE (THE UNCLASSIFIED

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COMPANY HAS ATTENDED EVERY SYMPOMECH SINCE THE SHOW'S INCEPTION IN 1969), JI CASE WILL MAKE THIS FIRST APPEARANCE ITS LAST. POOR ATTENDANCE AND RESULTING INADEQUATE EXPOSURE WERE MAJOR COMPLAINTS NOTED BY CASE REPS.

4. COMMENT: MOST EQUIPMENT ELIGIBLE FOR THIS SHOW

IS RELATIVELY UNSOPHISTICATED AND READILY AVAILABLE
TO CZECHOSLOVAKS FROM CEMA SOURCES. CONSEQUENTLY
THE MARKET PROSPECTS FOR U.S. FIRMS APPEAR DIM AND
DEVOTION OF US GOVERNMENT TRADE PROMOTION RESOURCES
TO SYMPOMECH IN 1979 WOULD BE ILL-ADVISED.
FROWICK

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Control Number: n/a
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Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
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Executive Order: N/A
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TAGS: BGEN, CZ
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